LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 1106—"INSIDE TIP"—Req. No. 72254—Page—(8⅛ x 11⅛ inches)—4/c Bleed—National Magazines (Letterpress), 1981 (A)
Printed in U.S.A.

Psssst. Want to know the inside story on Parliament Lights?

It's the quarter-inch behind our filter.

It keeps your lips from touching the tar that builds up on the tip. Flush filters can't do this. Which is why Parliament Lights are so tastefully light.

That's why there's more than an outside chance you'll enjoy our inside tip.

Only Parliament Lights has the famous recessed filter.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

11 mg "tar," 0.9 mg nicotine av. per cigarette, FTC Report Mar.'81.

© Philip Morris Inc. 1981

2061191250
Source: https://www.industrydocuments.ucsf.edu/docs/pyjn0003
2061191250